

**Notice of References Cited**

Application/Control No.

09/607,914

Applicant(s)/Patent Under  
Reexamination  
CHENG ET AL.

Examiner

Eric T. Shaffer

Art Unit

3623

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	C	US-6,424,949	07-2002	Deaton et al.	705/14
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	X	Dillon, William R., Madden, Thomas J., and Firtle, Neil H., "Marketing Research in a Marketing Environment", 1987, Irwin Inc., Third Edition

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.